

ABSTRACT

A method of providing to a customer customized media at a physical point of sale (PPOS) of a good/service includes the steps of (a) receiving an identifier from the customer at the PPOS, (b) retrieving a media profile that is maintained in a database in association with the identifier, the media profile identifying at least one media content type, (c) generating a deliverable in accordance with the retrieved media profile by obtaining an item of the media content type identified in the retrieved media profile, and (d) communicating the generated deliverable to the customer at the PPOS.

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